

Quoté

the weekly digest

Volume 38—Number 7

Week of August 16, 1959



19th year of publication

QUESTING WITH

Quote

If you haven't observed quite as many fireflies lighting up the countryside in your community, it may be that a brigade of firefly catchers is at work.

All at once firefly business has become big business. Schwarz Laboratories, Mt Vernon, N Y is buying them up. Their '59 target is a million fireflies. To this end they have organized collection brigades in 8 states of the southeast and midwest where fireflies abound.

Extract of firefly tails is a useful product in biochemical research according to *Chemical & Engineering News*. It can be used to determine minute am'ts of adenosine triphosphate (ATP) which plays an important role in muscle action, transmission of nerve impulses, brain metabolism, and conversion of food to energy. When a sample that contains ATP is added to the extract, light is given off; the am't of light, which can be measured, is proportioned to the am't of ATP present.

The organization procedure for firefly hunting is to set up a brigade captain in a certain community. This captain then lines up from 15 to 25 catchers. The catcher turn their fireflies over to the captain who pays them 30 cts a hundred. Captains pack the fireflies in dry ice and attend to the shipping. Schwarz pays them 50 cts a hundred.

One brigade in Tenn has a record haul of 35,000 fireflies in one wk.

"

In Melbourne, Australia, a dispensing optician is using a beautiful lady in evening dress as an illustrative feature of his ad. But a notable point is that the gal is not wearing specs. Contact lenses, maybe?

"

Visitors ret'g from England this yr rep't the spread of the CTA badge. This is a small blue-and-white circular identification bearing the letters CTA. It is a uniquely British movement—the emblem of the Conversing Travelers Ass'n. Anyone seeing this emblem worn by another is free to begin chatting at once. But even with this encouragement most people in England are to reticent to start a conversation.

"

Promoters of Hollywood's \$15 million picture, *Ben Hur*, are being overwhelmed by those who want to tie in with the publicity. One recent proposal: a line of towels labeled "Ben Hur" and "Ben His."

"

In St Louis a patron ret'd a book to the public library 8 mo's late. He said he'd forgotten all about having it. The book: *10 Days to a Successful Memory*.

may we QUOTE you on that?



[1] HERBERT HOOVER Republican elder statesman: "The forthcoming visit of Mr Khrushchev has hopeful possibilities. It could lead to a decrease in tension that could tide us over a period in which there may be hopes of greater steps in peace." . . . [2] Rep EMANUEL CELLER (D-NY), appraising the Democratic presidential possibilities for '60: "There's Sen Douglas, he's too old; Sen Kennedy, he's too young; Gov Meyner, he's too minor; Sen Humphrey, he's too talkative; Sen Johnson, he's too South; Gov Williams, he's too soapy; Stevenson, he's too often; Sen Symington, he's my man." . . . [3] Gov ORVAL E FAUBUS, of Ark, bitterly denouncing the integration of 2 Little Rock high schools, but advising rock-bound segregationists against trying to stop the movement with violence: "To all of you who love Christ, who love freedom and who love your children, I can see nothing to be gained by disorder and violence. You must go to work and elect some officials who will represent you and not betray you." . . . [4] ELMER RICE, playwright, sees the world's most terrifying problem the fact that man can now press a button and destroy himself. He thinks with spiritual leadership the problem may be solved: "We need a ret'n to nobility of behavior, recognition of the potentials of man as a feeling and loving creature. If that could be achieved, the desire to press the button would be eliminated." . . . [5] EARL WARREN, Chief Justice U S Supreme Ct, visiting the Soviet Ex-

hibition in Moscow: "Somehow or other you get the impression that the Russian and American people have much

the same idea about life. They, too, like nice homes, comforts and culture for their children." . . . [6] NILS K HANDAL, Norway's Defense Minister, feels that the romance between Steven Rockefeller and Anne Marie Rasmussen may bring "Rockefeller millions" streaming into his county: "I feel as if millions of dollars were pouring in at this moment." . . . [7] Brig Gen DELMAR WILSON, comdr 36th Air Div'n at Davis-Monthan Air Force Base near Tucson, describing the job of the Strategic Air Command: "Our goal is to have the Soviet war planner turn to Mr Khrushchev morning after morning and say, 'Comrade, today is not the day'." . . . [8] Vice Adm HYMAN G RICKOVER: "A recent visit to Russia and Poland has convinced me that our really great race with the Soviet Union is in education. The nation that wins this race will be the potentially dominant power. Unless we in the U S can solve our educational problems, we will have difficulty solving other problems." . . . [9] ALLEN DULLES, chief of the Central Intelligence Agency: "The evidence is overwhelming that the Soviets intend to use nuclear blackmail as a major weapon to spread communism throughout the world."

Quote

moving finger



We have previously suggested that cigarette smoking may be approaching its peak, and that possibly some other habit may be destined to supplant it. For several yrs now cigarette production has done little more than reflect normal increases in population.

This does not mean that the situation is critical for the tobacco interests, or that there is any great reason for concern. It may be 50 yrs hence before the cigarette-smoker in our social order is as conspicuous as the non-smoker now is.

To those who consider any change in the cigarette habit fantastically improbable we can only direct attention to the fact that 100 yrs ago every gentleman of quality snuffed snuff. (To this day the desks in the cloak rooms of the U S Senate and House of Representatives have their snuff cases. They are kept filled with snuff, too, altho it is doubtful if any mbr of the present Congress uses tobacco in that form.)

What will supplant the cigarette?

That is difficult to say at this distance, but we incline to believe it will be some form of tobacco ingestion. The industry itself has of late become quite interested in the little cigar. There is nothing basically new in these diminutives. But a new form has been developed using a cigarette-sized tobacco tube filled with cigar tobacco. It is made on a cigarette machine but the wrapper is tobacco, rather than paper. It looks and smokes quite different from either a cigarette or the true little cigar.

Since late last yr little cigar sales of all types have been booming in the U S. Tobacco people naturally are paying close attention. Nearly a dozen firms are now actively in the little cigar business. And some of these are major operators. Here is a figure to give you some idea of how the sales have jumped: In Jan, '58 the industry turned out 4.3 million little cigars of all descriptions. In Jan of '59 the total was over 80 million. These are statistics you don't just laugh off.

F. Maxwell Droke



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Quote

Quote the weekly digest

"He who never quotes, is never quoted."

Charles Haddon Spurgeon



ABILITY—1

What lies behind us and what lies before us are tiny matters compared to what lies within us.—*Baptist Observer*.

AGE—2

When statesman Elihu Root, who enjoyed robust health all his life, reached his eighties, it became apparent that he was beginning to slow down.

On his eighty-first birthday, a friend said to him: "You're looking wonderful. Do you feel as fit as you look?"

"Yes," repl'd Root, "but only for an hr a day." — *St Louis Post-Dispatch*.

AMERICA—Business—3

The business of America is no longer just business; it is also nothing less than world leadership.—*MURRAY D LINCOLN, Forbes*.

ART—Modern—4

Modern Art does not seek to represent. It expresses moods, tensions, the interaction of space, and all sorts of abstruse things, but it depicts nothing. Some modern artists might well borrow from the practice of authors and put a label on their pictures: "Any resemblance to any living animal or actual thing in Nature is entirely fictitious."—*Illustrated Wkly of India, Bombay*.

ATOMIC AGE—5

The scientists of the world, responding to the requests of their sovereign gov'ts, have found a way to destroy those gov'ts in a matter of hrs. Military victory has become an obsolete concept in a world within push button distance of nuclear destruction. The "winner" in the next big war will be that nation which kept 25% of its total population alive for 12 hrs longer than did its rival. Yet, wearily, automatically, we go on with the futile race for monopoly of the capacity for atomic terror—altho no such monopoly can ever again exist. . . . Military security, like military victory, is a phrase from a dead language, a language which was struck forever dumb 13 yrs ago at Hiroshima.—*ELMO ROPER*, in recent address, "A Modern For'gn Policy."

AUTOMATION—6

A new electronic machine has been developed which can detect the intrinsic qualities of as many as 1200 different levels of performance within transistors as tiny and as similar appearing as grains of rice.—*Mechanix Illustrated*.

Quote

washington

By Les & Liz
Carpenter



The old argument over the President's right to hold back information from Congress got a new twist recently when a Navy lawyer, F Trowbridge Vom Baur, told a House Subcomm that Geo Washington started the practice of refusing to reveal facts to Congress in 1792. Rep Porter Hardy (D-Va) demanded to know what that was about. It was, Vom Baur said, correspondence connected with the St Clair Expedition. Repl'd Hardy: "I still don't believe Geo Washington withheld any information from Congress!"
" "

A press release from the Post Office Dep't states: "Bismark, N D—Berthold Goodman, Melvin Crown and Edw F. Smith were each sentenced to 5 yrs in prison after being convicted on 35½ counts of fraud."
" "

The upcoming 1960 census will show about the same number of Americans 100 yrs old or older as showed up in the 1950 count, in the opinion of Social Security Administration officials who attempt to keep tab on the aged. In 1950, there were 4,474 centenarians.
" "

Outer-space missiles and such have nothing to do with the fact that the law of gravity is still in effect, philosophized Rep Omar Burleson (D-Tex), adding: "So is this truth—hang on, you can't fall down until you turn loose!"

Quote

BOOKS—Reading—7

The reading man cannot help being more or less of a student. As he progresses in study his thinking increases. He learns by this to think and labor to the best purpose.—W D HOARD, *Hoard's Dairyman*.

BUSINESS—Investments—8

In investing money, the amount of interest you want should depend on whether you want to eat well or sleep well. — J KENFIELD MORLEY, *Partners*.

CHARACTER—9

Every person builds his own character-house. Outside forces can influence whether it is to be a tavern or a temple, but the final blue-print is determined by the man himself.

—Rev OLIVER G WILSON, *Wesleyan Methodist*.

CHURCH—10

Albert Einstein once said, "Being a lover of freedom, when the revolution came to Germany, I looked to the univ's to defend it, knowing they had boasted of their devotion to the cause of truth; but . . . the univ's immediately were silenced. Then I looked to the great editors of newspapers whose flaming editorials in days gone by had proclaimed their love of freedom; but they, like the univ's, were silenced in a few wks. Only the church stood squarely across the path of Hitler's campaign for suppressing the truth. I never had any special interest in the church before, but now I feel a great affection and admiration because the church alone had the courage and persistence to stand for intellectual truth and moral freedom."—ERNEST EDW SMITH, *Missions*.

book briefs...



We oppose all forms of actual or symbolic "book burning" and such shenanigans, as basically against the principles of human liberty. But there would seem to be another reason why even the censors should be opposed: These efforts at suppression simply sell too many of the "objectionable" books. A good case in point is afforded by *Lady Chatterley's Lover* which has lately been featured in the headlines. Grove Press is, of course, doing a lively business with the unexpurgated edition, but here's the payoff: New American Library has carried the regular edition in a low-cost paperback for nearly 10 yrs, selling a few thousand copies a yr. Now, all of a sudden this has caught on and is moving many times faster than ever before.

" "

Simon and Schuster have announced that forgn translation rights to their bestseller, *How I Turned \$1,000 Into a Million in Real Estate—In My Spare Time*, are now available for European publishers. Being both kind and helpful, the publishers have got the translations started for the 3 major mktks—France, Germany and England. We won't try to give you an insight into the French and German editions, but the title for England will read: *How I Turned Three Hundred and Fifty Pounds, Seventeen Shillings and Fourpence Into Three Hundred And Thirty Four Thousand, One Hundred And Sixty Eight Guineas In Holdings—in My Leisure Time.*

Escape literature: What today's writers seem determined to do.—IVERN BOYETT.

Popularity and exploitation of Vance Packard's *The Status Seekers* (McKay) are still snowballing. Some of the book's buyers seem a bit unlikely. We are told that the other day a monk, wearing black cowl and sandals, marched into a Brattleboro, Vt., bookstore, found what he was hunting, paid for it and left, never speaking a word. The book, of course, was *The Status Seekers*.

And the Biermann real estate firm, Manhasset, L I, uses it for adv'tg. In their window are photos of 2 houses for sale, several copies of Packard's book, and a large sign reading "Status For Sale." One troublesome question: One of the houses costs \$200,000 and the other only \$20,000. And who's going to admit he'll settle for \$20,000 worth of status in these inflationary times?

" "

In Warsaw, Poland, a book with some very uncomplimentary things to say about Communism went on sale in Gov't bookstores. Sold out the 1st day, too. The book was a Polish translation of *Crusade in Europe* by Dwight D Eisenhower.

Quote

CREATIVITY—11

The oft-wished wish, "I'd like to have a creative job" is day dreaming of the most unfruitful kind. Creativity is a quality of a person; not of the job he holds. Success in Job "A" may call for more creativity in the man who holds it than does Job "B". But it is the job holder who must do the creating.—*NORMAN G SHIDLE, editorial, Society of Automotive Engineers Jnl.*

CRITICISM—12

Looking thru the wrong end of a telescope is an injustice to the astronomer, to the telescope, and to the stars; likewise, looking at our neighbor's faults instead of his attributes gives us an incorrect conception of ourselves, our neighbor, and our God.—*WM A WARD, Tulsa Herald.*

" "

Criticism is the one thing most of us think is more blessed to give than to receive.—*Society of Automotive Engineers Jnl.*

CRIME—Punishment—13

A judge who gives a prisoner a sentence of more than 5 yrs is defeating the purpose of justice. The prisoner cannot understand a sentence of more than 5 yrs. That is the span of futurity. He can't understand it any more than he can understand a billion dollars... It is like trying to imagine your own death. It is psychologically impossible to imagine yourself not existing.—*Dr Ros'r LINDER, Baltimore psychoanalyst, criminologist, addressing Inst of Crime & Delinquency, as quoted in *Agricola*, London (Ohio) Prison Farm.*

Quote

CONGRESS—Congressmen—14

An eager young lad went to a univ prof and said, "Sir, I desire a course of training that will fit me to become the sup't of a great railrd system. How much will such a course cost, and how long will it take to finish it?"

"Young man," repl'd the man of letters, "such a course would cost you twenty thousand dollars, and require twenty yrs of your time. But, on the other hand, by spending five hundred dollars of your money and three months of your time, you may be elected to Congress. Once there, you will feel yourself competent to direct not one, but all the great railrd systems in our country."—*Along the Way, hm, Fred Herbst Sons.*

Quote scrap book

On the occasion of the Boston police strike 40 yrs ago (Sep 9, 1919) CALVIN COOLIDGE, then Governor of Mass, cleared the air promptly with a telegram to Sam'l Gompthers, pres, American Federation of Labor:

There is no right to strike against the public safety by anybody, anywhere, any time.

—

ECONOMY—15

The secret of economy is to live as cheaply the first few days after payday as you lived the last few days before.—*Arkansas Baptist.*

EDUCATION—16

I read the other day of school tests "engineered" to classify school children according to the abilities they natively possess, and enable teachers to "channel" them into the right "grooves" and train them to "perform efficiently" in a "technological" society. I find something sinister in such terminology. . . It is the terminology of the factory, industry, assembly line applied to human problems and endeavors of every kind. . . One does not "process" a plant, nor assign it permanently to a place in the garden. One watches and aids its growth, always with a view to its essential nature. The same necessity for nurture, requiring loving care, holds for animals and humans. A kindergarten is a children's garden, not a factory. If children are "rubber stamped," "pigeon-holed," "channeled," or graded by mechanical or essentially mechanical tests, they wither.—DOROTHY THOMPSON, "Are We Developing a Robot Education?" *Ladies' Home Jnl*, 8-'59.

" "

We talk about dollar inflation, but there also is diploma inflation. The college diploma of today is worth less intellectually than a high school diploma of 30 yrs ago. The educators have become baby sitters who pass out diplomas after 12 yrs of schooling as signs of good conduct and regular attendance.—LYLE M SPENCER, pres, Science Research Associates, Chicago, in *Chicago Tribune*.

" "

It is said that 200 times the resources are being made available for educating the handicapped as for educating the gifted. No one wants to cut down on special training and opportunities for those with

physical or mental liabilities and deficiencies. But we should be mighty unhappy about doing so little for our potential leaders of tomorrow.—DOROTHY NOYES, *Indianapolis Sunday Star*.

EXCELLENCE—17

No one gets very far who pretends to want excellence but excuses himself on the grounds that it is too difficult to attain. No one really knows his strength, his skill, his true capabilities until he has tried them against the obstacles that stand in the way of what he wants. Not everyone is equipped for excellence in everything he tries, but no one knows to what heights he might arise until he does try.—Nuggets, hm, Barnes-Ross Co.

FAITH—18

After 20 centuries faith continues to remain the most adequate insurance against adversity. — DOUGLAS MEADOR, *Matador (Tex) Tribune*.

FAMILY LIFE—19

"One of the things most lacking in our families today," says Dr J Louise Despert, author of *Children of Divorce*, "is the exchange of really deep, warm feelings between parents and children." Parents should realize emotional coldness is a psychological defense. An example of this is the young lover who is "hurt" in a love affair and declares he will never allow himself to be hurt again. Chances are good he will never be loved again either.—E EUGENE WILLIAMS, "3 Trouble Spots for Parents," *Moody Monthly*, 8-'59.

Quote



Auto Parade

By the fall of 1899 the automobile—still a rich man's plaything—had become a fairly common sight on the streets of our more noted summer resorts. It was at this time—concluding a brilliant social season—that someone conceived the idea of holding an automobile parade; the 1st in America. It was conceived as a publicity stunt for Newport, R I, but the wealthy auto owners of the community took to it at once. A number of the more sporting declared that they themselves would drive their cars, thus adding interest to the occasion; others left this honor to chauffeurs. Several hundred people lined the street to watch the unusual sight as the stately line of cars went puffing past. The following account is taken from When Did it Happen? by Stanford M Mirkin (Washburn):

There was great excitement in Newport, R I, on Sep 7, 1899. This was the date and place of the 1st automobile parade to be held in this country.

Nineteen automobiles were in the parade, all of them decorated with flowers. The prize was awarded to Mrs. Herman Oelrichs without any dissenting votes. Mrs. Olerichs' car was covered with sprays of wisteria and fastened to the radiator was a flock of white doves.

Quote

FEAR—20

If a man harbors any sort of fear, it percolates thru all his thinking, damages his personality, makes him landlord to a ghost.—LLOYD DOUGLAS, *R & R Mag*, Research & Review Service of America.

GOAL—21

One veteran politician who knew people well said that from the point of view of politics, the great masses are interested in only 3 things: food, clothing, and shelter. That is all well and good, but if we never desire more than that, higher than that, we shall not get more than that. . . Just as life is composed of night and day, life is composed of dreams and external reality. The advancement and happiness of man depend not only on the elevation of his everyday life, but on the elevation of his dream-life as well, upon the elevation of his desires. Desire is the key.—TAYLOR E ROTH, "Becoming a New Person," *Watchman-Examiner*, 7-30-'59.

GOD—and Man—22

A husband said, "I'm not off work on Saturdays, I'm just under new management." The Christian is a person under new management, the management of God. And when management of a life changes hands and God assumes the decisive role, that life is on its way to renewal.—TAYLOR E ROTH, "Becoming a New Person," *Watchman-Examiner*, 7-30-'59.

GOVERNMENT—Cost—23

Sen Stephen M Young of Ohio looked over the plans for the new Senate subway extension, costing over \$6 million and said it figures out to \$125,000 per step for Senators.—TOM WRIGLEY, *Elks Mag*.

....pathways to the past.....



United Community Campaigns of America (begin Sep 7 continue thru Nov 26).
Nat'l Child Safety Wk (Sep 8-14).

Sep 6—*Labor Sunday*. . . 60 yrs ago (1899) John Hay, U S Secy of State proposed an open door policy with reference to China, outlining a plan of maintaining equal opportunities for trade by for'gn powers in that nation. (All major powers agreed to the proposal.) . . . 50 yrs ago (1909) U S rec'd news that Adm Rob't E Peary had discovered the N Pole. (Actual date of the discovery was Apr 6.) Peary's claim was challenged by Dr Frederick A Cook who claimed discovery in 1908, but Peary was upheld by the National Geographic Society. . . 45th anniv (1914) beginning of Battle of the Marne (Wal I).

Sep 7—*Labor Day*. . . 295 yrs ago (1664) Peter Stuyvesant surrendered the province of New Netherland and the city of New Amsterdam to British Col Richard Nicolls, representing James, Duke of York and Albany. As Stuyvesant and his soldiers sail for Holland the English rename both the province and city "New York" in honor of the Duke. . . 170th anniv (1789) b of Jas Fenimore Cooper, greatest American novelist of his time. . . 60 yrs ago (1899) 1st auto parade in history of U S held in Newport, R I (see GEM BOX).

Sep 8—*Feast of the Nativity of the Virgin Mary*. . . 485th anniv

(1474) b of Ludovico Ansto, Italian poet (*Orlando furiosa*).

Sep 9—40 yrs ago (1919) Boston was without protection when more than 1,000 policemen went on strike, because of refusal of authorities to recognize their union. Strike was settled by the intervention of Gov Calvin Coolidge.

Sep 10—335th anniv (1624) b of Thos Sydenham, English physician who placed diagnosis on the sound basis. . . 310 yrs ago (1649) Oliver Cromwell stormed Drogheda, Ireland, massacring all of its 2,800 defenders. . . 45 yrs ago (1914) U S 1st Army on Western front fired 1st shells into Germany. (This was at point near Aachen, Germany.)

Sep 11—350 yrs ago (1609) Henry Hudson, English navigator in service of Holland, entered the river which later was given his name.

Sep 12—350 yrs ago (1609) Henry Hudson discovered the present site of N Y C. He rep'ted: "The land is the finest . . . I ever set foot upon . . . and abounds in trees of every description." . . . 170 yrs ago (1789) the 1st Sec'y of War was app'ted by Pres Washington. He was Henry Knox, of Mass. The salary was \$3,000 a yr.

Quote

HEALTH—Mental—24

For keeping mentally healthy in the 20th century, my advice is to face difficulties as they come along, don't let them pile up until you blow up.—Dr DOUGLAS BOND, Univ Hospitals, Cleveland, *Wesleyan Methodist*.

HEAVEN—25

To get to heaven, turn right and keep straight.—*Wesleyan Methodist*.

IDEALS—26

Cultivate the drive within yourself that always aims at reaching higher ideals. Aiming at the highest means the attainment of joy, success and well-being. — LOWELL FILLMORE, "Foundation Stones," *Progress, Unity School of Christianity*, 8-'59.

JUVENILE DELINQUENCY—27

My grandfather in his house of logs
Said the young folks are going to
the dogs.
His grandfather in the Flemish
bogs
Said the young folks are going to
the dogs.
And his grandfather in his long,
skin togs,
Said the young folks are going to
the dogs.
There is but one thing I have to
state:
The dogs are having a mighty long
wait.—Rev Roy O MCCLAIN, introducting sermon on juvenile delinquency, quoted by BOB HANSEN, *Eagle*.

Quote

LANGUAGE—28

Adventuring with words is our lost heritage... We (have) become corrupted by what Shelley calls the world's slow stain, and we must become as little children to recover what we need not have lost... We run to verbal fattiness. We embrace abstractions, cushion our thoughts with them.—CHAS W FERGUSON, *Say It With Words* (Knopf).

" "

The pleasure and excitement of words is that they are living and generating things. — CHRISTOPHER FRY, British playwright.

" "

"You're entitled to your opinion,"

He'll tell you on the spot,
But from the way he says it,
You sorta feel you're not.—
STEPHEN SCHLITZER.

29

" "

LIFE—Living—30

Our outer life and experiences are the out-picturing of our inner thoughts and ideals.—LOWELL FILLMORE, "Foundation Stones," *Progress, Unity School of Christianity*, 8-'59.

LONGEVITY—31

Professors do not die any earlier than street-car conductors, a Swedish researcher reports. Following a study of some 2,000 case histories, Prof E Ask-Upmark of Uppsala says that the intellectual strains to which professors are exposed do not increase the risk of brain tumors or cerebral hemorrhage. Causes of death were not different from those reported for persons in less intellectual work.—*Science News Letter*.

MACHINE AGE—32

Electronic data processing machines at the Army Signal Corps' research and development labs have been given nicknames. One is called "the dealer" and is a whiz at dealing, playing and winning blackjack. Another computer is dubbed "the wise guy." Technicians have fixed it up so that, if a man is slow in working its keyboard, it promptly sends this message: "If you don't press my button soon, I'll start swearing." — *Science Digest*.

OBSTACLES—Overcoming—33

It is good for one to tackle at least one hard job every day. Doing easy things offers no challenge, but if we do a hard job we find we have exercised our willpower, our mind and our body to a good purpose. One of the rewards of doing hard things is the capacity of doing still harder things. Then comes the greatest reward, the pride of accomplishment. — *Scandal Sheet*, Graham (Tex) Rotary Club.

OPINION—34

Adjustment in the sense of conformity to the peer group is never a legitimate aim of education nor, indeed, of civilization; its full achievement would mean the end of civilization. A sound education must include learning to know when one should differ from his fellow men. — PAUL WOODRING, *A Fourth of a Nation* (McGraw-Hill).

PAST—Present—35

Some of the substances of failure clings to the shoe soles of the man who walks back to the hill to look at yesterday. — DOUGLAS MEADOR, *Matador (Tex) Tribune*.

POLITICS—36

The ideal politician is a good man, an informed man, and a man skilled in the art of politics. Such a combination is hard to find. There would be differences of opinion of most political questions even tho all men were of the same religious faith. Politics has been defined as the art of the possible. . . In politics the simple choice between that which is wholly right and that which is wholly wrong is seldom given. The ideal is generally not achieved and in some cases cannot even be advocated. . . Prudence may well dictate the toleration of a measure of evil in order to prevent something worse. It may sometimes be necessary to let the cockle grow with the wheat.—SEN EUGENE J MC CARTHY, "Religion & Politics," *America*.

POLITICS—Business—37

Politics is much harder than business. In business you are judged by your success, and everybody forgets your mistakes. In politics, you are also judged by your mistakes.—WM BENTON, *Wisdom*.

66

Hail to the conquering hero;
Hail to the strongest of men;
Raise the glass high in my
honor;
I've given up smoking—again.
—FRANCIS O WALSH.

38

66

PUBLIC RELATIONS—39

It takes concrete ideas to cement public relations.—T HARRY THOMPSON, *Sales Mgt.*

Quote

RACE RELATIONS—40

A Negro sharecropper crossed the Mississippi from Arkansas into Memphis, and he went right thru the first red light he ever saw. The state trooper pulled him over. "What's the matter with you?" he demanded. The Negro repl'd, "Yes, sir, I sure did pass the red light. I saw all the white folks using the green one."—HARRY GOLDEN, *For 2c Plain* (World).

RELIGION—41

A noted N Y minister had a good deal to say in a recent sermon about the deteriorating moral conditions in the U S. He noted there is a rapid increase in church membership and that contributions to benevolent causes are growing, but pointed out that crime and delinquency are showing an equally marked increase. He deplored the breakdown of American homes, racial antagonism, increase in drunkenness, the lack of personal discipline, and other evidences of moral decline, and urged vital religion as the only answer to these problems. At the end of his sermon he announced he would take a 3-mo's vacation at his summer home!—*Christian Observer*.

RESPONSIBILITY—42

"There is a single reason why ninety-nine men out of one hundred average business men never become leaders," says O D Young. "It is this: They are unwilling to assume responsibility." They have soft shoulders. They are looking for soft jobs. Success steers away from them. The highway to success is

banked with men who say, "Bring on your responsibilities! Bring on your heavy problems! Our shoulders are broad and strong! We can solve them!"—*Megiddo Message*.

RUSSIA—43

In the vast spaces of her territory, in the wealth of her natural resources, in the size and rate of increase of her population, Russia possessed potentialities of industrial growth, wealth, and prosperity of her citizens equaling those of America. It is Russia's greatest tragedy that the tools of industrial progress were placed in her hands before she had formulated the concepts which would properly direct their operation.—VALENTINE T BILL, *The Forgotten Class* (Praeger).

SAFETY—Safe Driving—44

"On a trip today," race-driver John Fitch said, "you are exposed to a certain number of dangers. It's like crossing a battlefield under enemy fire. They're shooting at you. If you cross a battlefield where there's a lot of shooting you're going to get hit sooner or later. If you cross where only a few bullets are flying, you may survive. I pick roads the same way. I study a map. If one route looks full of twists and hills, I know they're going to be 'shooting' at my car on every turn or hilltop. I also avoid roads that serve several busy towns or heavy industrial areas, and roads that have many intersections. These are high-hazard roads. (Low-hazard roads) are straight, wide, free from intersections. . . When you move over onto the turnpike, you cut your accident chances this yr from 1 in 8 to 1 in 48!"—E D FALES, Jr, "How to Drive & Stay Alive," *Popular Science*, 8-'59.

Quote

SELF—Analysis—45

We can fly over the top of the world and travel under seas beneath its roof of ice, but we haven't gotten very far with the world within us.—Bishop HAZEN G WERNER, *Houston Times*.

SPEECH—Illustration—46

Experience has taught that we must translate our technical subject (of astronomy) into easily understood illustrations if we are to communicate effectively with our layman audiences. . . It took time for us to find a way to describe the heat of the sun so that it could be quickly visualized, but once we had a simple example, we found our audiences greatly impressed. We ask them to picture a column of ice, 2 mi's in diameter, reaching from the earth to the sun. If they started to drive across this ice bridge at 100 mi's an hr, it would take about 100 yrs of continuous driving to reach the sun. But if all the sun's heat were concentrated on this ice, it would melt in 1 second!—Dr CLARENCE H CLEMINSHAW, director, Griffith Observatory, "Speaking of Stars," *Toastmaster*, 8-'59.

TAXES—47

Now that the automobile industry is working on a car which rides on a cushion of air the second step is for some legislator to devise a means of taxing the "cushion."—*Christian Science Monitor*.

VIEWPOINT—48

A little girl was trying to move a table which was in her way. Her mother called, "Mary, you can't move that table, it is as big as you are." And the little girl repl'd, "Yes, I can move it, for I am as big as it is."—Rev FREDERICK W HELPER, "A Religion for Grownups," *Link*, 9-'59.

WAR—49

A large-scale nuclear war would be an utter disaster, not only to the belligerents, but to mankind, and would achieve no result that any sane man could desire. . . We must find a way of avoiding all wars, whether intentionally nuclear or not.—BERT-RAND RUSSELL, *Common Sense and Nuclear Warfare* (Simon & Schuster).

WORK—50

A man's working quotient is a good measuring stick of his ability to achieve. Eight-hr days and success are as far apart as the poles. Almost every man can do more work than he thinks he can. Someone once aptly said: "The average man can double his efficiency." The scientist tells us that there is more power in an atom than man can measure, and man is made up of billions of atoms. So we have no reason to feel weak or powerless. What we need to do is to awaken our latent powers. The spark that sets these powers aflame is a great ideal, purpose, or aim in life.—*Megiddo Message*.

WORRY—51

Comedian Jerry Lewis was advised by his doctor, "Don't worry." Jerry countered, "How do you don't?"—BOB HANSEN, *Eagle*.

YOUNGER GENERATION—52

If the youngsters of today are growing up without some idea of what things were like 40 yrs ago it is just because their parents do not let them stay up to watch the late, late shows.—*Memphis Commercial Appeal*.

Quote

GOOD STORIES you can use...



Washingtonians love Congressional hearings whether they understand them or not. One elegantly dressed dowager sat for days listening to Senate hearings on the patent system. She always came early and took a seat a few ft from the witnesses.

Near the end of the hearings an elevator operator who had watched her come and go asked her what the hearings were about.

"I haven't the faintest idea," she repl'd. "They've got microphones in there, but they won't use them."—
WALTER TROHAN, *Chicago Tribune Press Service*.

" "

There was a German acrobatic team, performing on high trapeze, that consisted of a mother and two sons, who threw her and caught her as she flew thru the air above the circus arena. One night one of the boys missed. He turned to his brother and said, "Look, Hans, no Ma." — **JOE McCARTHY**, *American Wkly*, Cincinnati Enquirer.

" "

A man came out to install the hillbilly's new TV set. "Now this," he said, pointing to the antenna, "will have to go on the roof."

"It's like I always said, Zeke," said the lady of the house to her husband. "One thing leads to another. Now we have to put a roof on the house."—*Capper's Wkly.*

Quote

I Laughed At This One

DAN BENNETT

The hotel keeper at an old-fashioned cross-roads house in Arkansas many yrs ago had a clerk who suddenly developed kleptomania, systematically stealing from the guests until the complaints grew general. The proprietor was at his wit's end, but because of the scarcity of available help, he was hesitant to part with him. Finally he solved the problem. Over the desk in the lobby he placed this sign:

"Leave your valuables with the clerk. He'll get them anyhow!"

" "

Rep Sidney R Yates (D-Ill) is aware that a mbr of Congress is sure to be criticized no matter which way he votes, but he consoles himself over the possibility that he will be at least as successful as the minister who returned wearily home to explain to his wife that he had just attempted to persuade his congregation that it was the duty of the rich to help the poor.

"And," asked his wife, "did you convince them?"

"I was half successful," said the minister, "I convinced the poor."—
WALTER TROHAN, *Chicago Tribune Press Service.*

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.....*Quote*-able QUIPS

Then there's the golf item about the man in the foursome who drove his ball grimly from the first tee. It arose into the air nicely, like a jet airliner taking off from a runway. Then it made a crazy, heart-breaking turn and disappeared over the treetops into the woods along the fairway.

The man's partner had his back turned at the time and didn't see the awful slice. "Well, Ed," he remarked cheerfully, "that one sure sounded good."

"Yes," said Ed. "But I'm not giving a concert." — JOE McCARTHY, American Wkly, Cincinnati Enquirer.

Too many people fashion their lives after French bread—one long loaf!—ADRIAN ANDERSON.

" "

Eat, drink, and be merry, for tomorrow you may run out of credit.—JULES HENRY MARR.

" "

A diplomat is a person who uses his head without anyone suspecting it.—DAN REVELLO.

" "

Children who blame their parents for their misdeeds should be reminded that their parents also had parents.—GORDON E THATCHER.

" "

Age has nothing to do with learning a new way to be stupid.—J C SALAK.

" "

Some people don't think before they speak—nor afterwards.—FRANK G MCINNIS.

" "

Men seem to believe that where there is a woman driver, sooner or later, there is a detached garage.—VESTA M KELLY.

" "

Some old-fashioned mothers who can remember their husband's 1st kiss now have daughters who can't remember their 1st husbands.—F G KERNAN.

" "

The biggest objection to outdoor sports is that it's all they can talk about.—KEN & PAT KRAFT.

" "

The trouble with some folks who give until it hurts is that they're so sensitive to pain.—CY N PEACE.

Quote

As usual, Vacation Bible School yielded some real gems. One little girl reading memory verses aloud for the 1st time didn't realize how many people practice what she preached when she solemnly read, "Go ye into all the world and preach the gossip." — Capper's Wkly.

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light armour

Richard Armour



Lesson In Economics

In New York, it will cost fifty cents a month extra to have an unlisted telephone number. — News item.

Privacy is hard to get,
It's what you go away for,
Or even if you stay at home
It's what you have to pay for.

Take telephones. They'll print your name

And number and address,
And does this cost you more than when

They don't? It costs you less.

The overhead, compositors,
Proofreaders, paper, ink
Would run up into money when
They print your name, you'd think.

But no, it's more expensive, far,
Takes money from the bank,
To hire the skillful printer who
Knows how to leave a blank.

There is, however, one way left,
Although it's little known,
To be unlisted cheap, and that's
To have no telephone.

—

The man who insists he'll play ball with you usually expects you'll do the catching.—G NORMAN COLLIE.

Quote

This story has been circulating in S Africa and is claimed to be authentic. An official of one of the churches in Capetown accosted a Negro Zulu entering the bldg and sternly asked: "Don't you know this church is for whites only?"

The Zulu repl'd: "I'm going in only to sweep the church, sir."

"That's all right then," the official said, "but heaven help you if I catch you praying." — *Christian Herald.*

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In our parish, on her 1st day of school, little Debbie began to cry. "You aren't homesick already, are you?" Sister asked kindly. "No," was the tearful response. "I'm here sick." — *Catholic Digest.*

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Two American ladies in Paris were chatting. One said, "I've been here more than a wk now, and I haven't gone to the Louvre." The other repl'd, "Neither have I. It must be the water." — *JEROME BEATTY, Jr., Saturday Review.*

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A tourist stopped at a combination service station and gen'l store in the back country. While his car was being serviced, he noticed an old-timer basking in the afternoon sun and holding a short piece of rope.

The tourist walked over to him and asked, "What have you there?"

"This is a weather gauge, sonny," he said.

"How can you possibly tell the weather with a piece of rope?" the tourist wanted to know.

"It's simple, sonny," was the droll answer. "When the rope swings back and forth, it's windy, and when it gets wet, it's raining." — *Highways of Happiness*, hm, Illinois Corrugated Culvert Co.

k

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to manage a meeting,
THIS is your meat !



This is the standard text on the *Business Side* of Conventions, Banquets, Luncheons, Sales Meetings and Staff Conferences. If it is your job to "run the show" this book was written for you. You need *How to Manage Your Meeting*.

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Opinions

Inspector GEO DYER, San Francisco police force: "Today's criminal simply doesn't take pride in his work. Some of the old-fashioned confidence men would consider it an affront to their professional pride if they had to stoop to the hit-and-run action of today's criminals." 1-Q-t

" "

GABRIEL GREEN, director, Amalgamated Flying Saucer Clubs of America, speaking in Los Angeles: "The space people tell us that before we are ready to be rec'd back into the universal confederation of planets, certain social and economic reforms on our planet are necessary." 2-Q-t

SECOND CLASS MATTER

Views of the NEW

Edited by Alice Jacobs



Something new in the way of life jackets is being mfr'd by the Hudson Mfg Co, Jacksonville, Fla. It looks like a conventional sport shirt, but is made of a double layer of a cotton fabric that is air-tight when wet. A small pocket inside the shirt holds a gas packet that automatically releases on contact with water, inflating the shirt in 4 sec's. Buoyancy is supposed to last for 45 min's; can be renewed by puffing thru a mouth valve.

A metal cylinder which surrounds the propellor of a boat with a protective shield helps avoid injuries

to swimmers, divers, water skiers. It also increases the torque of the motor for faster starts, more economical cruising, protects propellor and motor from weeds, rocks, or entangling alliances with rope. For details, write Land-O-Lakes, 3719 Third St, N E, Minneapolis, Minn.

New plastic covers provide low-cost, yr-round protection for boats. They cover entire boat, have nylon-elastic binding, brass grommets for venting, tie-down. 12-to-18 ft sizes, \$9.99 up. Triangle, 286 Fifth Ave, N Y C 1.

